



Organizing Agritourism Support in California: Tools and Strategies

Friday, November 4, 2011

Robert J. Cabral Agricultural Center/UC Cooperative Extension San Joaquin County
2101 Earhart Ave, Stockton CA 95206

Morning Session

- Moderator:** *Holly George, UC Cooperative Extension Plumas/Sierra*
- 8:30 - 9:00 **Registration/Continental Breakfast**
- 9:00 - 9:15 **Welcome /Overview of the Day**
Ken Vogel, San Joaquin County supervisor
Holly George, UCCE
- 9:15 - 9:30 **California agritourism – Statewide regulation successes and possibilities**
Karen Ross, Secretary of the California Department of Food and Agriculture
- 9:30 - 10:00 **Exploring the relationships and benefits of a statewide agritourism program**
Martha Glass, Agritourism Manager, North Carolina Dept. of Agriculture and Consumer Services
- 10:00 - 10:30 **Exploring the relationships and benefits of local/regional agritourism programs**
Christa Campbell, Apple Hill Growers Association/El Dorado Farm Trails
- 10:30 - 10:45 **Questions & answers with association leaders**
- 10:45 - 11:00 **Break**
- 11:00 - 11:30 **Supporting local/regional agritourism efforts**
Janet Caprile, UC Cooperative Extension Contra Costa County
- 11:30 - 12:15 **Possibilities for building a broader agritourism support system**
Small group discussions/group reports
- 12:15 - 1:00 **Lunch**

Afternoon Session

- Moderator:** *Ellie Rilla, UC Cooperative Extension Marin County*
- 1:00-1:45 **New ideas for agritourism collaboration and promotion**
Chris Kerston, Chaffin Family Orchards
Wayne Bishop, Bishop's Pumpkin Farm
Vivien Straus, Sonoma Marin Cheese Trail
- 1:45-2:30 **Regional breakout sessions**
Next steps for regional organizing & support/Report back from groups
- 2:30-2:45 **Break**
- 2:45-3:15 **Effective websites & Social Media – using and sharing new tools for agritourism**
Brenda Dawson, UC Small Farm Program
- 3:15-3:45 **Teaching and supporting agritourism – What resources do farmers and ranchers need to start and succeed? What resources are available?**
Robyn Smith, USDA NRCS
Penny Leff, Small Farm Program
- 3:45-4:00 **Wrap-up/ Evaluation**